

introduction



In the spring of 2007, El Divino requested Avalon Design to carry out a feasibility study, together with architectural and interior design for a new entertainment and hospitality complex to be built on the sixth floor of the Four Points by Sheraton Hotel, Shenzhen, China.

This document summarises the design planning process with onsite progress photos from concept to construction and completion.



For ease of identification each room has been numbered and named as follows:

- 1: bullion bar
- 2: club room 3: divine lounge
- 4: tapas cafe bar
- 5: the terrace











The construction of the hotel is a cast concrete slab to the floors and ceilings and the occasional structural wall. Giant circular columns dominate each room and provide opportunities for design features.

The design intention is to provide for the management the most efficient operation for the venue along with easy circulation for the customers.

Electrical power is available from the hotel distribution point located near room 1.

There is water supply and drainage facilities.

The venue has the benefit of the hotels ventilation and air conditioning although further advice is needed in this respect.







OPEN all day this is a place to meet, greet and have discrete business meetings away from the hustle and bustle of the hotel lobby bar or the everyday office environment

opulent room with splashes of gold and silver creating a feeling of wealth and warmth

surf the internet or use your own laptop for wi-fi access

a unique ying-yang threshold feature framed by four giant columns

secret and sound proofed entrance to the club room

bullion bar







international luxury





bullion bar

Photos illustrate the job in progress and the completed space:





opulence luxury, glowing gold







space:





glamour sex

room 2: the club





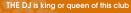












set on a pedestal half a meter high and thrust into the centre of the room the dj is surrounded by the loyal congregation of clubbers



large podiums each holding two dancers or more

room designed for easy circulation around perimeter





the club





VIP deck, glamour celebrity









pure white, video immersion











heavenly hide-away







room 3: divine lounge

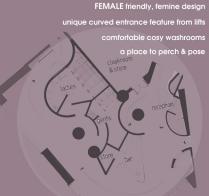




















perch & pose

room 3

divine lounge





divine lounge

Photos illustrate the job in progress and the completed space:







red passion, female friendly







room 4:

tapas bar









room 4: tapas bar









EYE CATCHING GIANT tensile fabric roof feature a beacon when seen from across the border panoramic views of the river and hills of Hong Kong beyond roof top landscaped gardens









the terrace



tranquil oasis







open space & fresh air

room 5:

the terrace

















beautiful view of Hong Kong's new territories



room 5:



summary:

El Divino Shenzhen is a unique venue of five rooms, from masculine to feminine.

Each room has its own character with seamless connections to each other, encouraging visitors to explore.





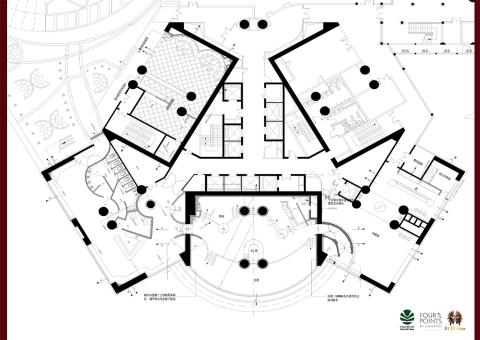












The visual image is defining today's world.

Video and film influence our ideas, our dreams, our expecttations.

Interactive computer programs have added pictures to words to make the accumulation of knowledge entertaining as well as attractive.

In this ever more demanding era, new images and ways to communicate our wants and desires are being discovered every secord. It is design that heips us do this; whether it is natural or man made.

The arrangements of line, texture and colour all affect the way we act and react, how we feel and how we perceive our situation. Design influences which shops we enter, the restaurants we frequent, the clothes that we choose to wear to convey our identities; even the streets we choose to travel.

It helps us say that this is what we are and this is what we expect.

Established during the spring of 1990, Avalon Design is a co-operative of designers and technicians skilled within the fields of architecture and interior design.

We have a large portfolio of successfully completed projects that have seen us travel the world from the Far East, Middle East, Europe and South America.

We are involved at every phase of the project from concept to completion. This includes research and development, design concepts, feasibility plans, construction drawings and time on site to commissioning and handover.

Avalon Design is a small virile organisation that does things differently, compared to mainstream organisations; problem solving with simple creative solutions.

'ALL IN NATURE IS CURVED'



135 alcester road birmingham b13 8jp united kingdom

tel: (+44) 0121 246 8777 **fax:** (+44) 0121 242 2777 info@avalondesign.org